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ABSTRACT

The growth of international television distribution has resulted in easy access to news, information, and entertainment programs originating in foreign countries. At the same time it has caused some concerns about the spread of values alien to a country's culture or simply irrelevant. The research reported here attempts to quantify the actual use of television programs received from abroad and presents a methodology for use in future studies. Viewing data were collected for multilaterally distributed (satellite), bilaterally distributed (spillover), and nationally distributed television programs in the following samples: (1) 1,000 persons in Bulgaria (planned sample); (2) 1,000 adults in Hungary; (3) 2,420 households in Italy; (4) 2,100 persons in the Netherlands; (5) 2,940 viewers in Sweden; (6) 810 households in Australia; (7) 483 respondents in India; (8) 1,247 respondents in the Philippines; and (9) 845 urban residents in Korea. Although viewing situations differ widely and it is nearly impossible to generalize across countries, results tend to indicate that international programs do not actually occupy the premier place that was expected, nor are they being watched as much as was anticipated, in spite of improved availability. Three figures and 69 tables present study findings. (Contains eight references.) (SLD)

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